

ABOUT US

SUPPORT & TRAINING

**INVESTMENT/MARKETS
JOINT VENTURE**

CLICK FOR »

WE BELIEVE IN BETTER

Through the continual improvement in everything we do.
When it comes to the products we serve, quality has no substitute.

While others seek to create value by cutting back, we choose to improve and offer more.
When our communities are in need, we offer our support.

“

Know that you're with a brand that cares. That's important. Follow what's been laid before you. The culture is great. The product is great. If you follow everything how it was originally set up and do everything the Cousins way, then you'll be successful.

”

MIKE SMITH, MULTI-UNIT FRANCHISEE



WHY COUSINS?

The Proof is in the Numbers

\$1M+

**AVERAGE GROSS RECEIPTS
ALL DRIVE THRU**

For over 50 years Cousins Subs has had a proving ourselves as a true leader in the growing sub sandwich segment – serving up superior subs with our signature hometown heart.

117%

**AUV INCREASE
SINCE 2011**

BELOVED BRAND

We've built our business on sincere values and our fans can spot the difference.

GENUINE SUPPORT

We treat you like family, from your personal business consultant all the way up to our CEO.

65%

**SAME STORE SALES
INCREASE: 2011-2022**

BETTER PRODUCTS

Premium ingredients, real Midwestern suppliers and fresh baked bread keep guests coming back.

CONVENIENT FEATURES

Online ordering, delivery options and loyalty programs have been proven to boost sales.

1. For more information see Page 48 of the 2024 Cousin Subs Franchise Disclosure Document, Part 1-C: Average Gross Receipts of Drive Thru and Non-Drive Thru Shops for Years 2021 to 2023: All Traditional Drive Thru Shops for 2023.

2. For more information see Page 55 of the 2024 Cousins Subs Franchise Disclosure Document, Part 3: Growth in Average Unit Volume Between Fiscal Year 2011 and 2023

3. For more information see Page 56 of the 2024 Cousins Subs Franchise Disclosure Document, Part 4: System-Wide Annual Net Sales for Shops in Fiscal Years 2011 and 2023

OUR LEGACY



Founder Bill Specht at a sandwich board. Circa 1973



Our first store. 1972



Founder Bill Specht and his daughter Christine Specht. 1977

It all started in 1972 when two cousins set out to bring their favorite style of sub sandwiches from the East Coast to their new hometown of Milwaukee, Wisconsin.

Believing in quality above all else, they sourced the finest local ingredients, including real Wisconsin cheese, to create a better sub sandwich than anyone else.

Today, we're just as committed to consistent quality and we're excited to bring new fans into the Cousins Subs family.



NEWS & UPDATES

CLICK HERE

Click to meet Christine & her Leadership Team



OUR FOOD

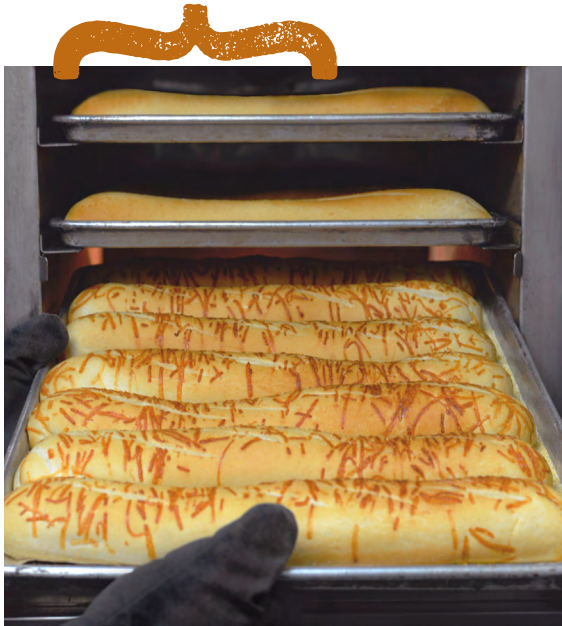
Quality has no substitute

Better products create a more satisfying dining experience. That's why, from the very start, we've been baking better bread fresh in our stores every day and using only the finest ingredients sourced from real Midwestern suppliers.

When you offer your guests a better product, in a convenient and friendly environment, they become loyal fans for life.



BETTER BREAD BAKED DAILY



←
Gofund me

**VIEW
COMMERCIALS**



↗
Exciting menu additions

SUBS GRILLED TO PERFECTION

OUR LOOK



SUPPORT & TRAINING

Whether you're new to franchising or just new to us, we offer support and training to turn you into a sub sandwich superstar in no time. We believe in giving you direct contact with our leadership team and letting your voice be heard.



YOU OR YOUR GENERAL MANAGER WILL EXPERIENCE

- 5 days of deep dive into the Cousins brand at our headquarters
- 20 days in a certified training location learning the Cousins method firsthand
- 4 days of pre-opening training on-site at your restaurant
- 10 days with our corporate support team after the grand opening to ensure you have everything you need to thrive

YOUR PERSONAL BUSINESS CONSULTANT

With Cousins Subs, you're never alone. After our training team has you up and running, your personal business consultant will be available to answer any questions that may pop up. They're your ongoing touch point for all things Cousins Subs so you're never left wondering what comes next.

WHO WE WANT

GROUNDLED

We believe nothing grows without strong roots, so we honor our history and treat everyone like family.

OPTIMISTIC

We believe in the power of personal growth and in always striving to be extraordinary.

PASSIONATE

We are driven to constantly improve and inspired by helping those around us succeed.

PURPOSEFUL

We believe in creating positive change, serving others and meeting the highest standards.

We also highly value restaurant and/or franchising experience and the long-term desire for multi-unit expansion.



*Our
CULTURE*

FINANCIAL REQUIREMENTS

\$500K

Available Liquid Capital

\$1M+

Net Worth

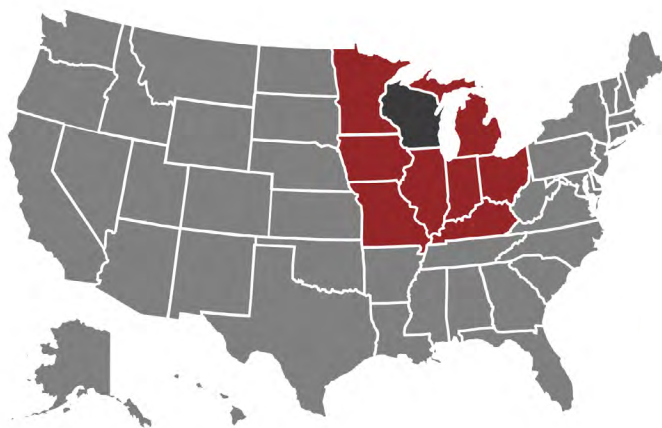
INVESTMENT/MARKETS

(Benchmark: 2,000 Square Feet)

TYPE OF EXPENDITURE AMOUNT

Initial Franchise Fee	\$25,000
Leasehold Improvements	\$205,000 - \$600,000
Equipment and Small Wares	\$135,000 - \$190,000
Seating Package / Millwork	\$30,000 - \$75,000
Initial Inventory and Supplies	\$6,000 - \$18,000
Point of Sale System / Technology	\$10,000 - \$30,000
Architectural Fees	\$9,000 - \$52,000
Rent	\$3,000 - \$15,000
Lease and Utility Security Deposits	\$0 - \$15,000
Insurance	\$700 - \$1,500
Training	\$2,500 - \$15,000
Store Marketing Fee	\$10,000
Lease Addendum Review Fee	\$0 - \$5,000
Signage	\$8,500 - \$63,000
Additional Funds – 3 Months	\$20,000 - \$50,000
TOTAL INVESTMENT	\$464,700 - \$1,164,500

**OPPORTUNITIES
AVAILABLE**
IN MULTIPLE MIDWEST MARKETS NEAR YOU



TARGET MARKETS



LIMITED AVAILABILITY



FUTURE MARKETS

JOINT VENTURE

“

I've been a fanatical fan of Cousins Subs for about 20 years. Now being a partner of the franchise family, one of the things that I loved was it had a family feeling. Everyone plays an important role, and everyone is invested in each other's success. Additionally, we all have a love for subs. So, when we talk about breaking bread together and cultivating relationships, it's amazing that subs can play a special role in that. I'm honored to be involved with Cousins.

DONALD DRIVER, JOINT VENTURE PARTNER

”

\$800K - \$2.5M

Initial Investment

- Leverage over 50 years of Cousins restaurant experience
- Cousins has existing infrastructure to build, operate, and manage restaurants
- Invest in multiple stores with Cousins as we operate the restaurants
- Passive investment opportunity for select investors



LET'S GET STARTED



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